

REMARKS

Claims 66-68 are cancelled, claim 69 is amended, and claims 1-65 and 69-76 remain in the application for consideration. In view of the following remarks, Applicant respectfully requests that the application be forwarded onto issuance.

§ 103 Rejections

Claims 1-28, 39-50 and 56-71 stand rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Patent Pub. No. 2001/0031066 to Meyer et al. (hereinafter "Meyer") in view of U.S. Patent No. 6,549,922 to Srivastava et al. (hereinafter "Srivastava").

Claims 29-34, 36-38 and 52-55 stand rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 6,553,379 to Jaeger et al. (hereinafter "Jaeger") in view of U.S. Patent No. 6,704,748 to Suganuma.

Claims 35 and 51 stand rejected under 35 U.S.C. § 103(a) as being obvious over Jaeger in view of Suganuma and further in view of Srivastava.

Claims 72-76 stand rejected under 35 U.S.C. § 103(a) as being obvious over U.S. Patent No. 6,345,256 to Milsted et al. (hereinafter "Milsted").

The Claims Rejected over Meyer and Srivastava

Claim 1 recites a method of processing media content comprising:

- receiving a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user;
- mapping the physical ID to a logical ID; and
- searching a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query, wherein different instances of a specific media with the same content

thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness for at least the following reasons. First, the Office has failed to establish a proper motivation to combine the cited references. Second, the references cited fail to teach all of the features of this claim.

As to the first reason, Applicant respectfully submits that the Office has failed to establish a proper motivation to combine Meyer and Srivastava. The motivation to combine these references provided by the Office is to allow Meyer to “efficiently capture and transform media metadata in multiple and diverse proprietary formats.” Office Action at page 5. This statement of motivation is inappropriate in that the broadly stated goal of “efficiency” has been deemed by the Office to be insufficient to establish a motivation to combine references. Further, it does not appear that Meyer requires the addition of Srivastava in order to capture and transform media metadata in multiple and diverse proprietary formats.

The Office has provided specific guidance in the area of establishing a proper motivation to combine references in a § 103 rejection. This guidance may be found in the paper that is available at the following link:

<http://www.uspto.gov/web/menu/busmethp/busmeth103rej.htm>

1 Of particular interest to the discussion at hand is section V of this paper,
2 which presents examples of improper statements of rejection under § 103. This
3 section provides that the stated motivation of efficiency is improper in that it “is
4 too general because it could cover almost any alteration contemplated of...[the
5 cited reference] and does not address why this specific proposed modification
6 would have been obvious.” Applicant submits that the Office’s stated motivation
7 in the present case presents just such a situation in that the ability to *efficiently*
8 capture and transform media metadata in multiple and diverse proprietary formats
9 could cover almost alteration contemplated of Meyer and does not present a
10 specific reason why the addition of Srivastava would have been obvious.

11 A second reason that the stated motivation to combine is improper is that it
12 does not appear that Meyer requires or could utilize the addition of Srivastava in
13 order to capture and transform media metadata in multiple and diverse proprietary
14 formats. Meyer discloses the ability to convert auxiliary information (i.e.
15 metadata) from one format to another. Meyer at paragraph 85. Meyer further
16 discloses that “[o]ne advantage of this application is that it allows a user
17 to...organize a large collection of titles, view titles in a *variety of formats*, and
18 playback individual songs or videos, in any order and at any time.” Meyer at
19 paragraph 98 (emphasis added). Thus, it does not appear that Meyer requires or
20 could utilize that addition of Srivastava in order to process metadata in multiple
21 formats.

22 For at least the two reasons discussed above, the Office has failed to
23 establish a proper motivation to combine Meyer and Srivastava.

24 Another reason that the Office has failed to establish a *prima facie* case of
25 obviousness with respect to this claim is that the cited references fail to teach all of

1 this claim's recited features. Specifically, nowhere do the cited references teach a
2 feature in which different instances of a specific media with the same content
3 thereon are associated with different physical IDs that are mappable to the same
4 logical ID. The Office argues that both references teach this feature of claim 1.
5 The specific sections cited by the Office as disclosing this feature are provided
6 below for the convenience of the Office.

7
8 The server, in turn, maps the identifier to an action, such as returning
9 metadata, re-directing the request to one or more other servers, requesting
10 information from another server to identify the media object, etc. Meyer,
11 paragraph 7, lines 12-15.

12 In response, the registration process provides an identifier and stores a
13 database record of the association between identifier and the object or other
14 information used in decoding to identify the object, such as its distributor or
15 broadcaster. The registration process may be used to assign an identifier to
16 an audio object and to distributors or broadcasters of audio objects. Meyer,
17 paragraph 18, lines 5-11.

18 Once registered, an interactive or automated mapping process associates the
19 identifier with data or actions. The registration process creates a database of
20 identifiers and associates the identifiers with corresponding media objects,
21 distributors, broadcasters, etc. Meyer, paragraph 19, lines 1-5.

22 This is by no means an exhaustive list. Another type of server action is to
23 initiate a process of searching a database, a collection of databases or the
24 Internet for additional information related to a linked media object. This
25 type of search service may be performed continuously and the results
associated with the identifier. Meyer, paragraph 78, lines 1-5.

26 The database mapper 123 maps the elements of the XML "documents"
27 which contain the logical annotation metadata into the corresponding
28 schema used by the database for storing, indexing, searching and managing
29 the media and its metadata. The physical properties captured in a logical

1 annotation are mapped into the fields of a database object. Srivastava,
2 column 8, lines 37-41.

3 This repository can now be indexed with conventional indexing techniques,
4 enabling advanced searches on the multimedia data. Srivastava, column 8,
5 lines 49-52.

6 While the sections cited above may discuss identifiers and the mapping of
7 identifiers to data or actions, nowhere do these sections disclose or suggest
8 *different instances* of a specific media with the *same content thereon* being
9 associated with *different physical IDs* that are mappable to the *same logical ID*.
10 These features are absent from the sections excerpted above. In point of fact, a
11 careful search of both references indicates that these features are simply not
12 disclosed or suggested by either reference.

13 Accordingly, and based at least on the reasons discussed above, the Office
14 has failed to establish a *prima facie* case of obviousness with respect to this claim.
15 This claim is allowable.

16 **Claims 2-7** depend from claim 1 and are allowable as depending from an
17 allowable base claim. These claims are also allowable for their own recited
18 features which, in combination with those recited in claim 1, are neither disclosed
19 nor suggested in the references cited and applied by the Office.

20 **Claim 8** recites a server comprising:

- 21
- 22 • one or more processors;
 - 23 • one or more storage devices; and
 - 24 • software code resident on the one or more storage devices which,
25 when executed by the one or more processors, cause the processors
to:
 - receive a physical ID that corresponds to a specific media upon
which content resides that can be experienced by a user;

- map the physical ID to a logical ID;
- search a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query;
- format the metadata in a XML schema; and
- return the formatted metadata to a client, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness with respect to this claim for at least the following reasons.

First, as discussed above, the Office has failed to provide a proper motivation to combine the cited references. The stated motivation of efficiency has been deemed by the Office's own guidelines as an insufficient motivation to combine references. Further, it does not appear that Meyer requires or could utilize the addition of Srivastava to achieve the goal of capturing and transforming media metadata in multiple and diverse proprietary formats. The Office's stated motivation to combine the cited references is insufficient.

Further, the cited references fail to disclose or suggest all of the features of this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest features in which different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID. These features are simply absent from the cited references.

Accordingly, and for at least the reasons discussed above, the Office has failed to establish a *prima facie* case of obviousness with respect to this claim. This claim is allowable.

1 **Claim 9** recites one or more computer-readable media having computer-
2 readable instructions thereon which, when executed by a computer, cause the
3 computer to:

- 4 • receive a physical ID that corresponds to a specific media upon
- 5 which content resides that can be experienced by a user;
- 6 • map the physical ID to a logical ID;
- 7 • search a database that contains metadata associated with the specific
- 8 media by using the logical ID as a basis for a search query;
- 9 • format the metadata in a XML schema; and
- 10 • return the formatted metadata to a client, wherein different instances
- 11 of a specific media with the same content thereon are associated with
- 12 different physical IDs that are mappable to the same logical ID.

13 In making out the rejection of this claim, the Office argues that its subject
14 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
15 disagrees and submits that the Office has failed to establish a *prima facie* case of
16 obviousness with respect to this claim.

17 First, as discussed above, the Office has failed to provide a proper
18 motivation to combine the cited references. The stated motivation of efficiency
19 has been deemed by the Office's own guidelines as an insufficient motivation to
20 combine references. Further, it does not appear that Meyer requires the addition
21 of Srivastava to achieve the goal of capturing and transforming media metadata in
22 multiple and diverse proprietary formats. The Office's stated motivation to
23 combine the cited references is insufficient.

24 Further, the cited references fail to disclose or suggest all of the features of
25 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
the features of wherein different instances of a specific media with the same

1 content thereon are associated with different physical IDs that are mappable to the
2 same logical ID. These features are simply absent from the cited references.

3 Accordingly, and for at least the reasons discussed above, the Office has
4 failed to establish a *prima facie* case of obviousness with respect to this claim.
5 This claim is allowable.

6 **Claim 10** recites a method of processing media content comprising:

- 7
- 8 • associating a physical ID with a logical ID, the physical ID
9 corresponding to a specific media associated with content that can be
10 experienced by a user;
- 11 • using the logical ID to query one or more databases that contain
12 metadata associated with the specific media; and
- 13 • returning metadata associated with the specific media to a client,
14 wherein different instances of a specific media with the same content
15 thereon are associated with different physical IDs that are mappable
16 to the same logical ID.

17 In making out the rejection of this claim, the Office argues that its subject
18 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
19 disagrees and submits that the Office has failed to establish a *prima facie* case of
20 obviousness with respect to this claim.

21 First, as discussed above, the Office has failed to provide a proper
22 motivation to combine the cited references. The stated motivation of efficiency
23 has been deemed by the Office's own guidelines as an insufficient motivation to
24 combine references. Further, it does not appear that Meyer requires the addition
25 of Srivastava to achieve the goal of capturing and transforming media metadata in
multiple and diverse proprietary formats. The Office's stated motivation to
combine the cited references is insufficient.

Further, the cited references fail to disclose or suggest all of the features of this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest the features of wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID. These features are simply absent from the cited references.

Accordingly, and for at least the reasons discussed above, the Office has failed to establish a *prima facie* case of obviousness with respect to this claim. This claim is allowable.

Claims 11-18 depend from claim 10 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 10, are neither disclosed nor suggested in the references cited and applied by the Office.

Claim 19 recites a method of processing media content comprising:

- receiving a physical ID that corresponds to a specific media associated with content that can be experienced by a user;
- attempting to map the physical ID to a logical ID;
- if a logical ID is found that corresponds to the physical ID, searching a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query;
- if no logical ID is found that corresponds to the physical ID, attempting to establish a logical ID for the physical ID, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully

1 disagrees and submits that the Office has failed to establish a *prima facie* case of
2 obviousness with respect to this claim.

3 First, as discussed above, the Office has failed to provide a proper
4 motivation to combine the cited references. The stated motivation of efficiency
5 has been deemed by the Office's own guidelines as an insufficient motivation to
6 combine references. Further, it does not appear that Meyer requires the addition
7 of Srivastava to achieve the goal of capturing and transforming media metadata in
8 multiple and diverse proprietary formats. The Office's stated motivation to
9 combine the cited references is insufficient.

10 Further, the cited references fail to disclose or suggest all of the features of
11 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
12 the features of wherein different instances of a specific media with the same
13 content thereon are associated with different physical IDs that are mappable to the
14 same logical ID. These features are simply absent from the cited references.

15 Accordingly, and for at least the reasons discussed above, the Office has
16 failed to establish a *prima facie* case of obviousness with respect to this claim.
17 This claim is allowable.

18 **Claims 20-26** depend from claim 19 and are allowable as depending from
19 an allowable base claim. These claims are also allowable for their own recited
20 features which, in combination with those recited in claim 19, are neither disclosed
21 nor suggested in the references cited and applied by the Office.

22 **Claim 27** recites a server computer comprising:

- 23
- 24 • one or more processors;
 - 25 • one or more storage devices; and

- software code resident on the one or more storage devices which, when executed by the one or more processors, cause the processors to:
 - receive a physical ID that corresponds to a specific media upon which content resides that can be experienced by a user;
 - attempt to map the physical ID to a logical ID;
 - if a logical ID is found that corresponds to the physical ID, search a database that contains metadata associated with the specific media by using the logical ID as a basis for a search query; and
 - if no logical ID is found that corresponds to the physical ID, attempt to establish a logical ID for the physical ID, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness with respect to this claim.

First, as discussed above, the Office has failed to provide a proper motivation to combine the cited references. The stated motivation of efficiency has been deemed by the Office's own guidelines as an insufficient motivation to combine references. Further, it does not appear that Meyer requires the addition of Srivastava to achieve the goal of capturing and transforming media metadata in multiple and diverse proprietary formats. The Office's stated motivation to combine the cited references is insufficient.

Further, the cited references fail to disclose or suggest all of the features of this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest the features of wherein different instances of a specific media with the same

1 content thereon are associated with different physical IDs that are mappable to the
2 same logical ID. These features are simply absent from the cited references.

3 Accordingly, and for at least the reasons discussed above, the Office has
4 failed to establish a *prima facie* case of obviousness with respect to this claim.
5 This claim is allowable.

6 **Claim 28** depends from claim 27 and is allowable as depending from an
7 allowable base claim. This claim is also allowable for its own recited features
8 which, in combination with those recited in claim 27, are neither disclosed nor
9 suggested in the references cited and applied by the Office.

10 **Claim 39** recites a method of processing media content comprising:

- 11
- 12 • receiving a physical ID that corresponds to a specific media upon
which content resides that can be experienced by a user;
 - 13 • attempting to map the physical ID to a logical ID, the logical ID
14 serving as a basis for a search query of a database that contains
metadata associated with the specific media;
 - 15 • if no logical ID is found that corresponds to the physical ID,
16 attempting to establish a logical ID for the physical ID by causing a
Wizard user interface (UI) to be presented to a user via a client
17 computer so that information pertaining to the user's specific media
can be collected from the user, wherein different instances of a
18 specific media with the same content thereon are associated with
different physical IDs that are mappable to the same logical ID.
- 19

20 In making out the rejection of this claim, the Office argues that its subject
21 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
22 disagrees and submits that the Office has failed to establish a *prima facie* case of
23 obviousness with respect to this claim.

24 First, as discussed above, the Office has failed to provide a proper
25 motivation to combine the cited references. The stated motivation of efficiency

1 has been deemed by the Office's own guidelines as an insufficient motivation to
2 combine references. Further, it does not appear that Meyer requires the addition
3 of Srivastava to achieve the goal of capturing and transforming media metadata in
4 multiple and diverse proprietary formats. The Office's stated motivation to
5 combine the cited references is insufficient.

6 Further, the cited references fail to disclose or suggest all of the features of
7 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
8 the features of wherein different instances of a specific media with the same
9 content thereon are associated with different physical IDs that are mappable to the
10 same logical ID. These features are simply absent from the cited references.

11 Accordingly, and for at least the reasons discussed above, the Office has
12 failed to establish a *prima facie* case of obviousness with respect to this claim.
13 This claim is allowable.

14 **Claims 40-46** depend from claim 39 and are allowable as depending from
15 an allowable base claim. These claims are also allowable for their own recited
16 features which, in combination with those recited in claim 39, are neither disclosed
17 nor suggested in the references cited and applied by the Office.

18 **Claim 47** recites one or more computer-readable media having computer-
19 readable instructions thereon which, when executed by a computer, cause the
20 computer to:

- 21 • receive a physical ID that corresponds to a specific media upon
- 22 which content resides that can be experienced by a user;
- 23 • attempt to map the physical ID to a logical ID, the logical ID serving
- 24 as a basis for a search query of a database that contains metadata
- 25 associated with the specific media;
- if no logical ID is found that corresponds to the physical ID, attempt
- to establish a logical ID for the physical ID by causing a Wizard user

1 interface (UI) to be presented to a user via a client computer so that
2 information pertaining to the user's specific media can be collected
3 from the user, wherein different instances of a specific media with
4 the same content thereon are associated with different physical IDs
5 that are mappable to the same logical ID.

6 In making out the rejection of this claim, the Office argues that its subject
7 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
8 disagrees and submits that the Office has failed to establish a *prima facie* case of
9 obviousness with respect to this claim.

10 First, as discussed above, the Office has failed to provide a proper
11 motivation to combine the cited references. The stated motivation of efficiency
12 has been deemed by the Office's own guidelines as an insufficient motivation to
13 combine references. Further, it does not appear that Meyer requires the addition
14 of Srivastava to achieve the goal of capturing and transforming media metadata in
15 multiple and diverse proprietary formats. The Office's stated motivation to
16 combine the cited references is insufficient.

17 Further, the cited references fail to disclose or suggest all of the features of
18 this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest
19 the features of wherein different instances of a specific media with the same
20 content thereon are associated with different physical IDs that are mappable to the
21 same logical ID. These features are simply absent from the cited references.

22 Accordingly, and for at least the reasons discussed above, the Office has
23 failed to establish a *prima facie* case of obviousness with respect to this claim.
24 This claim is allowable.

25 **Claim 48** recites a system for providing metadata to clients comprising:

- a server configured to receive physical IDs that correspond to a specific media upon which content resides that can be experienced by a user;
- one or more databases containing metadata associated with various media; and
- at least one table containing physical IDs and associated logical IDs to which the physical IDs are mapped, the logical IDs being configured for use by the server in searching the one or more databases for metadata associated with specific media, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness with respect to this claim.

First, as discussed above, the Office has failed to provide a proper motivation to combine the cited references. The stated motivation of efficiency has been deemed by the Office's own guidelines as an insufficient motivation to combine references. Further, it does not appear that Meyer requires the addition of Srivastava to achieve the goal of capturing and transforming media metadata in multiple and diverse proprietary formats. The Office's stated motivation to combine the cited references is insufficient.

Further, the cited references fail to disclose or suggest all of the features of this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest the features of wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID. These features are simply absent from the cited references.

1 Accordingly, and for at least the reasons discussed above, the Office has
2 failed to establish a *prima facie* case of obviousness with respect to this claim.
3 This claim is allowable.

4 **Claims 49-50** depend from claim 48 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 48, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

8 **Claim 56** recites a method of processing media content comprising:

- 9
- 10 • receiving a physical ID that corresponds to a specific CD upon
which content resides that can be experienced by a user;
- 11 • mapping the physical ID to a logical ID;
- 12 • searching a database that contains metadata associated with the CD
by using the logical ID as a basis for a search query;
- 13 • formatting the metadata in a XML schema; and
- 14 • returning the formatted metadata to a client, wherein different
instances of a specific CD with the same content thereon are
15 associated with different physical IDs that are mappable to the same
logical ID.
- 16

17 In making out the rejection of this claim, the Office argues that its subject
18 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
19 disagrees and submits that the Office has failed to establish a *prima facie* case of
20 obviousness with respect to this claim.

21 First, as discussed above, the Office has failed to provide a proper
22 motivation to combine the cited references. The stated motivation of efficiency
23 has been deemed by the Office's own guidelines as an insufficient motivation to
24 combine references. Further, it does not appear that Meyer requires the addition
25 of Srivastava to achieve the goal of capturing and transforming media metadata in

multiple and diverse proprietary formats. The Office's stated motivation to combine the cited references is insufficient.

Further, the cited references fail to disclose or suggest all of the features of this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest the features of wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID. These features are simply absent from the cited references.

Accordingly, and for at least the reasons discussed above, the Office has failed to establish a *prima facie* case of obviousness with respect to this claim. This claim is allowable.

Claims 57-60 depend from claim 56 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 56, are neither disclosed nor suggested in the references cited and applied by the Office.

Claim 61 recites a method of processing media content comprising:

- receiving a physical ID that corresponds to a specific DVD upon which content resides that can be experienced by a user;
- mapping the physical ID to a logical ID;
- searching a database that contains metadata associated with the DVD by using the logical ID as a basis for a search query;
- formatting the metadata in a XML schema; and
- returning the formatted metadata to a client, wherein different instances of a specific DVD with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully

disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness with respect to this claim.

First, as discussed above, the Office has failed to provide a proper motivation to combine the cited references. The stated motivation of efficiency has been deemed by the Office's own guidelines as an insufficient motivation to combine references. Further, it does not appear that Meyer requires the addition of Srivastava to achieve the goal of capturing and transforming media metadata in multiple and diverse proprietary formats. The Office's stated motivation to combine the cited references is insufficient.

Further, the cited references fail to disclose or suggest all of the features of this claim. As discussed above, neither Meyer nor Srivastava disclose or suggest the features of wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID. These features are simply absent from the cited references.

Accordingly, and for at least the reasons discussed above, the Office has failed to establish a *prima facie* case of obviousness with respect to this claim. This claim is allowable.

Claim 62 depends from claim 61 and is allowable as depending from an allowable base claim. This claim is also allowable for its own recited features which, in combination with those recited in claim 61, are neither disclosed nor suggested in the references cited and applied by the Office.

Claim 63 recites an XML schema comprising:

- a name tag associated with a CD name;
- an author tag associated with a CD author;
- a track tag associated with a CD track;

- at least one URL tag referencing a link to additional information pertaining to the CD; and
- the schema being configured for use in sending metadata associated with a CD to client computer for display for a user.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Meyer in view of Srivastava. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness for the reason that the cited references fail to teach all of this claims recited features.

The Office argues that Meyer discloses the feature of a schema being configured for use in sending metadata associated with a CD to client computer for display for a user. Office Action at page 26. The section of Meyer cited by the Office as disclosing this feature is excerpted below for the convenience of the Office.

The path of the identifier from the decoding process, and the return path from a server to the communication application may include one or more hops through a wire or wireless connection using standard wire and wireless communication protocols like TCP/IP, HTTP, XML, WAP, Bluetooth, etc. In addition, data returned to the user may be routed through one or more servers that may forward the data, and in some cases, augment the data or modify it in some fashion. Meyer at paragraph 27, lines 11-19.

While this section does mention the term XML, nowhere does it disclose or suggest a schema that this configured for use in sending metadata associated with a CD to a client computer for display for a user. In point of fact, nowhere in this section or elsewhere does Meyer disclose or suggest any type of schema. This feature is simply not present in the disclosure of Meyer.

1 Accordingly, and at least for the reason discussed above, the Office has
2 failed to establish a *prima facie* case of obviousness with respect to this claim.
3 This claim is allowable.

4 **Claims 64-65** depend from claim 63 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 63, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

8 **Claim 69** recites a method of processing media content comprising:

- 9
- 10 • generating a physical ID that corresponds to a specific media upon
11 which content resides that can be experienced by a user on a client
12 computer, wherein different instances of the specific media with the
13 same content thereon are associated with different physical IDs that
14 are mappable to a same logical ID;
 - 15 • sending the physical ID to a server configured to return metadata
16 associated with the specific media;
 - 17 • receiving, from the server, XML-formatted metadata;
 - 18 • parsing, with the client computer, the XML-formatted metadata; and
 - 19 • displaying the metadata for the user on the client computer.
- 20

21 In making out the rejection of this claim, the Office argues that its subject
22 matter is obvious over Meyer in view of Srivastava. Applicant respectfully
23 disagrees and submits that the Office has failed to establish a *prima facie* case of
24 obviousness for at least the reason that the cited references fail to disclose or
25 suggest all of this claims recited features.

As discussed above, neither Meyer nor Srivastava disclose or suggest the
features of wherein different instances of a specific media with the same content
thereon are associated with different physical IDs that are mappable to a same
logical ID. These features are simply absent from the cited references.

1 Accordingly, and at least for the reason discussed above, the Office has failed to
2 establish a *prima facie* case of obviousness with respect to this claim. This claim
3 is allowable.

4 **Claims 70-71** depend from claim 69 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 69, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

8 9 **The Claim Rejections over Jaeger and Suganuma**

10 **Claim 29** recites a method of processing media content comprising:

- 11
- 12 • receiving a physical ID that corresponds to a specific media upon
which content resides that can be experienced by a user;
- 13 • attempting to map the physical ID to a logical ID by searching a first
table containing physical ID-to-logical ID mappings using a first
14 search;
- 15 • if the first search is unsuccessful, searching a second table
containing physical ID-to-logical ID mappings using a second
16 search; and
- 17 • if a logical ID is found that corresponds to the physical ID, searching
a database that contains metadata associated with the specific media
by using the logical ID as a basis for a search query, wherein
18 different instances of a specific media with the same content thereon
are associated with different physical IDs that are mappable to the
19 same logical ID.
- 20

21 In making out the rejection of this claim, the Office argues that its subject
22 matter is obvious over Jaeger in view of Suganuma. Applicant respectfully
23 disagrees and submits that the Office has failed to establish a *prima facie* case of
24 obviousness for at least the reasons discussed below. First, the Office has failed to
25

1 provide a proper motivation to combine the cited references. Further, the cited
2 references fail to disclose or suggest all of this claims recited features.

3 The motivation to combine the teachings of Jaeger and Suganuma provided
4 by the Office is to allow Jaeger to “employ Suganuma in order to efficiently
5 support search capabilities under a variety of search conditions.” However, as
6 discussed above with respect to the combination of Meyer and Srivastava, the
7 desire for efficiency does not provide a sufficient motivation to support a rejection
8 under § 103. The Office’s own guidance, as noted above, provides that the stated
9 motivation of efficiency is improper in that it “is too general because it could
10 cover almost any alteration contemplated of...[the cited reference] and does not
11 address why this specific proposed modification would have been obvious.”
12 Accordingly, Applicant respectfully submits that the Office has failed to establish
13 a proper motivation to combine Jaeger and Suganuma.

14 In addition to failing to establish a proper motivation to combine the
15 references, the Office has failed to show that the cited references disclose all of
16 this claims recited features. First, the Office argues that Jaeger discloses the
17 feature of if a first search is unsuccessful, searching a second table containing
18 physical ID-to-logical ID mappings using a second search. The sections of Jaeger
19 cited by the Office merely discuss multiple data structures and the particular types
20 of data contained within the data lists. See Jaeger at column 4, lines 33-46 and
21 lines 50-56. Nowhere in this section or elsewhere does Jaeger disclose or suggest
22 the feature of an unsuccessful first search resulting in a subsequent search of a
23 second table for the physical ID-to-logical ID mappings. This feature is simply
24 absent from the disclosure of Jaeger.

Further, the Office fails to even address the feature of different instances of a specific media with the same content thereon being associated with different physical IDs that are mappable to the same logical ID. A search of both Jager and Sukanuma reveals that this feature is neither disclosed nor suggested by these references.

Accordingly, and at least for the reasons discussed above, the Office has failed to establish a *prima facie* case of obviousness with respect to this claim. This claim is allowable.

Claims 30-34 depend from claim 29 and are allowable as depending from an allowable base claim. These claims are also allowable for their own recited features which, in combination with those recited in claim 29, are neither disclosed nor suggested in the references cited and applied by the Office.

Claim 36 recites a method of processing media content comprising:

- providing a canonical table containing physical ID to logical ID mappings, the physical IDs being associated with specific media containing content that can be experienced by a user, the logical IDs being configured for use in database queries to locate metadata associated with specific media;
- providing a table containing user-provided physical ID to logical ID mappings;
- receiving a physical ID associated with a specific media;
- conducting a first low cost search of the canonical table to determine whether there is a matching physical ID with a corresponding logical ID;
- if the first low cost search is unsuccessful, conducting a second low cost search of the table containing the user-provided physical ID to logical ID mappings to determine whether there is a matching physical ID with a corresponding logical ID;
- if the second low cost search is unsuccessful, conducting a third higher cost search of the canonical table to determine whether there is a matching physical ID with a corresponding logical ID; and

- if any of the searches are successful, using the corresponding logical ID to search a database containing metadata associated with the specific media, wherein different instances of a specific media with the same content thereon are associated with different physical IDs that are mappable to the same logical ID.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Jaeger in view of Suganuma. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness with respect to this claim for at least the following reasons. First, the Office has failed to provide a proper motivation to combine the cited references. Further, the cited references fail to teach all of this claim's recited features.

As to the Office's stated motivation to combine these references, the Office argues that "claim 36 encompasses the same scope of the invention as that of...claim 29. Therefore, claim 36 is rejected for same reason and motivation as...claim 29." Office Action at page 32-33. As a preliminary matter, Applicant objects to the Office's assertion that claim 29 and 36 encompass the same scope of the invention. Even a cursory reading of the claims indicates that there is a significant difference in the language of these two claims. While these claims may recite certain common features, it is wholly inaccurate to maintain that the embodiments recited by the respective claims encompass the same scope of the invention. Further, as explained above with respect to claim 29, the Office's stated motivation to combine these references is improper. The Office's own guidance provides that the motivation of efficiency is insufficient to support a § 103 rejection.

1 A second reason why the Office has failed to establish a *prima facie* case of
2 obviousness is that the cited references fail to teach all of this claims recited
3 features. Specifically, neither Jaeger nor Suganuma disclose the features of:

- 4
- 5 • if the first low cost search is unsuccessful, conducting a second low
6 cost search of the table containing the user-provided physical ID to
7 logical ID mappings to determine whether there is a matching
8 physical ID with a corresponding logical ID;
- 9 • if the second low cost search is unsuccessful, conducting a third
10 higher cost search of the canonical table to determine whether there
11 is a matching physical ID with a corresponding logical ID; and
- 12 • if any of the searches are successful, using the corresponding logical
13 ID to search a database containing metadata associated with the
14 specific media, wherein different instances of a specific media with
15 the same content thereon are associated with different physical IDs
16 that are mappable to the same logical ID.

17 The Office argues that Jaeger discloses these features at column 4, lines 33-
18 46 and 50-56. However, this section of Jaeger merely discloses certain data
19 structures and the particular data contained in those structures. Jaeger further
20 discloses that the data records are assigned physical addresses of IDs that indicate
21 where the records may be found. Jaeger, column 4, lines 44-46. However,
22 nowhere in these sections or elsewhere does Jaeger disclose or suggest conducting
23 a second low cost search or even a third higher cost search. Further, nowhere does
24 Jaeger disclose *different instances* of a specific media with the *same content*
25 *thereon* are associated with *different physical IDs* that are mappable to the *same*
logical ID. These features are simply absent from the disclosure of Jaeger.
Accordingly, the cited references fail to teach all of this claim's recited features.

1 For at least the reasons discussed above, the Office has failed to establish a
2 *prima facie* case of obviousness with respect to this claim. This claim is
3 allowable.

4 **Claims 37-38** depend from claim 36 and are allowable as depending from
5 an allowable base claim. These claims are also allowable for their own recited
6 features which, in combination with those recited in claim 36, are neither disclosed
7 nor suggested in the references cited and applied by the Office.

8 9 **The Claim Rejections Over Jaeger, Suganuma and Srivastava**

10 **Claim 35** recites one or more computer-readable media having computer-
11 readable instructions thereon which, when executed by a computer, cause the
12 computer to:

- 13
- 14 • receive a physical ID that corresponds to a specific media upon
which content resides that can be experienced by a user;
- 15 • attempt to map the physical ID to a logical ID by searching a first
table containing physical ID-to-logical ID mappings using a first
16 search, the first search comprising a low cost search;
- 17 • if the first search is unsuccessful, search a second table containing
physical ID-to-logical ID mappings using a second search;
- 18 • if the second search is unsuccessful, search the first table using a
third search, the third search comprising a higher cost search than
19 the first search; and
- 20 • if a logical ID is found that corresponds to the physical ID, search a
database that contains metadata associated with the specific media
21 by using the logical ID as a basis for a search query, wherein
different instances of a specific media with the same content thereon
22 are associated with different physical IDs that are mappable to the
same logical ID.
- 23
- 24
- 25

1 In making out the rejection of this claim, the Office argues that its subject
2 matter is obvious over Jaeger in view of Suganuma and further in view of
3 Srivastava. Applicant respectfully disagrees and submits that the Office has failed
4 to establish a *prima facie* case of obviousness with respect to this claim. First, the
5 Office has failed to establish a proper motivation to combine these references.
6 Further, the cited references fail to teach all of this claim's recited features.

7 The Office's stated motivation to combine these references is to allow
8 Jaeger to "employ Suganuma in order to efficiently support search capabilities
9 under a variety of search conditions" and to "employ Srivastava in order to
10 efficiently capture and transform media metadata in multiple and diverse
11 proprietary formats." Office Action at page 36. However, each of these stated
12 motivations was discussed above and submitted by Applicant to be insufficient to
13 support a § 103 rejection. Accordingly, Applicant submits that this combination
14 of stated motivations still fails to produce a proper motivation to combine these
15 references.

16 Further, the cited references fail to teach all of this claims recited features.
17 Specifically, none of the cited references teaches the features of:

- 18
- 19 • if the first search is unsuccessful, search a second table containing
20 physical ID-to-logical ID mappings using a second search;
 - 21 • if the second search is unsuccessful, search the first table using a
22 third search, the third search comprising a higher cost search than
23 the first search; and
 - 24 • if a logical ID is found that corresponds to the physical ID, search a
25 database that contains metadata associated with the specific media
by using the logical ID as a basis for a search query, wherein
different instances of a specific media with the same content thereon
are associated with different physical IDs that are mappable to the
same logical ID.

1
2 Among other features, the cited references fail to disclose or suggest the
3 possibility of *second* and *third searches* for physical ID-to-logical ID mappings
4 should previous searches prove unsuccessful. Further, none of the cited references
5 discloses the feature of *different instances of a specific media* with the *same*
6 *content thereon* being associated with *different physical IDs* that are mappable to
7 the *same logical ID*. These features are simply missing from the cited references.
8 The cited references, either alone or in combination, fail to teach all of this claims
9 recited features.

10 For at least the reasons discussed above, the Office has failed to establish a
11 *prima facie* case of obviousness with respect to this claim. This claim is
12 allowable.

13 **Claim 51** recites a system for providing metadata to clients comprising:

- 14
- 15 • a canonical table comprising multiple physical IDs associated with
specific media containing content that can be experienced by a user;
 - 16 • multiple logical IDs associated with the multiple physical IDs;
 - 17 • individual physical IDs being mapped to individual logical IDs; and
 - 18 • the logical IDs being configured for use in database queries to locate
metadata associated with specific media, wherein different instances
19 of a specific media with the same content thereon are associated with
different physical IDs that are mappable to the same logical ID.
- 20

21 In making out the rejection of this claim, the Office argues that its subject
22 matter is obvious over Jaeger in view of Suganuma and further in view of
23 Srivastava. Applicant respectfully disagrees and submits that the Office has failed
24 to establish a *prima facie* case of obviousness. First, the Office has failed to
25

1 provide a proper motivation to combine the cited references. Finally, the cited
2 references fail to teach all of this claims recited features.

3 As discussed above, the motivation of efficiency is an insufficient basis for
4 a § 103 rejection. The goal of efficiency is simply too general and could support
5 any contemplated alteration of the cited references. The Office has failed to
6 provide a proper motivation to combine these references.

7 Further, the cited references fail to disclose or suggest all of this claims
8 recited features. As but one example, none of the cited references discloses or
9 suggests the feature of *different instances of a specific media with the same*
10 *content thereon* being associated with *different physical IDs* that are mappable to
11 *the same logical ID*. In the sections cited by the Office as disclosing this feature,
12 Jaeger discusses data structures that contain data records and physical addresses
13 that are assigned to data records. Jaeger, column 4, lines 33-56. Further,
14 Suganuma discusses different types of data that are stored in linked tables.
15 Suganuma at column 1, line 66, through column 2, line 7. Finally, Srivastava
16 discloses the mapping of database elements into a corresponding schema that is
17 used by the database for managing media and its metadata. Srivastava at column
18 8, lines 37-41. Nowhere in these sections or elsewhere, however, do the cited
19 references disclose or suggest this feature of the present claim.

20 Accordingly, and for at least the reasons discussed above, the Office has
21 failed to establish a *prima facie* case of obviousness with respect to this claim.
22 This claim is allowable.

23 **Claims 52-55** depend from claim 51 and are allowable as depending from
24 an allowable base claim. These claims are also allowable for their own recited
25

1 features which, in combination with those recited in claim 51, are neither disclosed
2 nor suggested in the references cited and applied by the Office.

3
4 **The Claim Rejections over Milsted**

5 **Claim 72** recites a method of providing metadata to a client comprising:

- 6
7
 - establishing a table that contains user-provided entries that map
8 physical IDs to logical IDs, the physical IDs corresponding to
9 specific media upon which content resides that can be experienced
10 by various users, the logical IDs being configured for use in
11 querying one or more databases that contain metadata associated
12 with the specific media, the metadata being returnable to a client;
 - statistically evaluating the entries to determine, for each physical ID,
13 a most likely logical ID match; and
 - making the most likely logical ID match available so that it can be
14 used to query the one or more databases.

15 In making out the rejection of this claim, the Office argues that its subject
16 matter is obvious over Milsted. Applicant respectfully disagrees and submits that
17 the Office has failed to establish a *prima facie* case of obviousness because
18 Milsted fails to disclose or suggest all of this claims recited features.

19 The sections of Milsted referred to by the Office as disclosing the subject
20 matter of this claim are excerpted below for the convenience of the Office.

21 It is an object of the present invention to remove the above-mentioned
22 drawbacks and to provide a system for tracking usage of content data. One
23 embodiment of the present invention provides a system for tracking usage
24 of digital content on user devices. Column 6, lines 34-38.

25 Additionally, a logging site that is coupled to the network tracks the playing
of the content data. In particular, the logging site receives play information
from the network, and the play information includes the number of times

1 that the content data has been played by the associated content player.
2 Column 6, lines 42-47.

3 The Clearinghouse(s) 105 maintains a Audit Logs 150 of information for
4 each operation that is performed during Content 113 purchase transactions
5 and report request transactions. The information can be used for a variety of
6 purposes such as audits of the Secure Digital Content Electronic
7 Distribution System 100, generation of reports, and data mining. Column
8 47, lines 47-53.

9 Applicant submits that nowhere in these sections or elsewhere does Milsted
10 disclose or suggest subject matter that even remotely resembles the subject matter
11 recited by claim 72. Milsted fails to mention a logical ID or a physical ID, much
12 less a statistical evaluation of entries to determine, for each physical ID, a most
13 likely logical ID match. The subject matter of this claim is simply absent from the
14 disclosure of Milsted.

15 Accordingly and at least for these reasons, the Office has failed to establish
16 a *prima facie* case of obviousness with respect to this claim. This claim is
17 allowable.

18 **Claims 73** depends from claim 72 and is allowable as depending from an
19 allowable base claim. This claim is also allowable for its own recited features
20 which, in combination with those recited in claim 72, are neither disclosed nor
21 suggested in the references cited and applied by the Office.

22 **Claim 74** recites a method of providing metadata to a client comprising:

- 23 • providing a table containing user-provided entries that map physical
24 IDs to logical IDs, the physical IDs corresponding to specific media
25 upon which content resides that can be experienced by various users,
the logical IDs being configured for use in querying one or more
databases that contain metadata associated with the specific media,
the metadata being returnable to a client;

- computing, from the table, a list of physical IDs that are to be statistically evaluated;
- for each listed physical ID, ascertaining the logical IDs that have been associated with it by users;
- computing a distribution of logical IDs for a given physical ID, the distribution describing, for each logical ID, the number of times the physical ID has been mapped thereto;
- adding to the distribution, an entry that corresponds to a current trusted logical ID mapping;
- weighting the added entry; and
- computing, from the distribution, a most likely physical ID to logical ID match.

In making out the rejection of this claim, the Office argues that its subject matter is obvious over Milsted. Applicant respectfully disagrees and submits that the Office has failed to establish a *prima facie* case of obviousness since Milsted fails to disclose or suggest all of this claim's recited features.

The sections cited by the Office as disclosing the subject matter of this claim are the same sections cited against claim 72. Accordingly, for the relevant excerpts from Milsted, the Office is directed to the section above that discusses the rejection of claim 72.

A review of these sections, and in point of fact the entirety of Milsted, reveals that Milsted in now way discloses or suggests the subject matter of the present claim. Milsted fails to make any mention of a physical ID to logical ID mapping, much less the feature of computing a distribution of logical IDs for a given physical ID, the distribution describing, for each logical ID, the number of times the physical ID has been mapped thereto. Further, since Milsted fails to disclose or suggest the computation of a distribution of logical IDs for a given physical ID, it would be impossible for Milsted to further disclose or suggest the

1 claim features that logically depend from the computation of said distribution.
2 The features of this claim are simply absent from Milsted.

3 Accordingly, and for at least the reasons discussed above, the Office has
4 failed to establish a *prima facie* case of obviousness with respect to this claim.
5 This claim is allowable.

6 **Claims 75-76** depend from claim 74 and are allowable as depending from
7 an allowable base claim. These claims are also allowable for their own recited
8 features which, in combination with those recited in claim 74, are neither disclosed
9 nor suggested in the references cited and applied by the Office.


10
11 **Conclusion**

12 All of the claims are in condition for allowance. Accordingly, Applicant
13 requests a Notice of Allowability be issued forthwith. If the Office's next
14 anticipated action is to be anything other than issuance of a Notice of Allowability,
15 Applicant respectfully requests a telephone call for the purpose of scheduling an
16 interview.

17
18 Respectfully Submitted,

19
20 Dated: 5/15/06

21 By: _____

22 
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